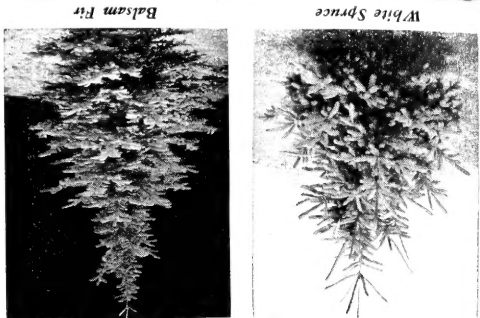


# SEE MONEY-SAVING SPECIALS INSIDE!



**Decorations**  
Your property can be more attractive and inviting by planting Colorado Blue Spruce, Engelmann Blue Spruce, Scotch Pine, Black Hill Spruce, Globe Arborvitae.

**Hedges and Boundary Markers**  
To mark property lines and make a friendly, inexpensive "living fence," plant Norway Spruce, Red Spruce or White Pine.

**Group Planting**  
Unusual effects can be had by selecting Balsam Fir, Douglas Fir or Blue Spruce.

**Windbreaks or Screens**  
For the cool side of your house try planting thick-foliated Norway Spruce. Also good for windbreaks are American Arborvitae or Red Pine.

## CHOOSE THE TREES YOU WANT NOW FOR



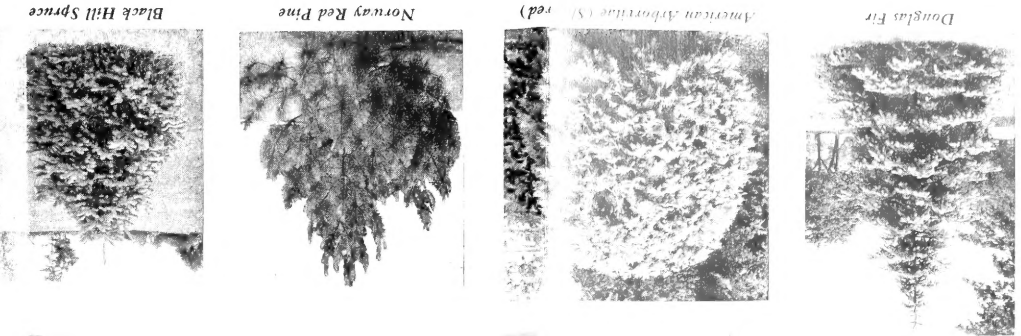
**HERE'S WHAT FOLKS SAY ABOUT OUR STURDY TREES!**

**Best I Ever Received!**  
I am plenty pleased with your nursery stock. Your Trees are the best I ever received! — L.D.G., Hamilton, Ohio

**Unusually Perfect!**  
Your Trees are unusually perfect in every way — firm and strong-rooted! — H.R.O., Torrington, Conn.

**More Than Satisfied!**  
I am more than satisfied with your Trees! I will recommend them everywhere I can. — M.D., Sister Bay, Wis.

**Sincere Gratitude!**  
My sincerest gratitude for your interest in giving your customers the best to be had in Evergreens. — J.W., Forest Park, Ill.



**American Arborvitae** — Also called White Cedar. Excellent for hedges and windbreaks. Dark green foliage. Easily pruned. Mature height 40 to 50 ft.

**Globe Arborvitae** — Dark green foliage. Assumes a well-rounded globe shaped form at any height. Ornamental, light gray-green foliage. Will grow in poor soil. Best for quick-growing screens. Mature height 50 to 60 ft.

**Scotch Pine** — A rapid grower. Mature height 60 to 80 ft. Adapted to windbreaks and screens. Bright foliage, green to bluish most soil. Mature height 30 to 40 ft.

**Engelmann Blue Spruce** — Blue-green to steel blue. Bears purple flowers. Prefers moist soil. Mature height 30 to 40 ft.

**White Pine** — Rapid grower. Prefers light, sandy soil. Spreading limbs, but easily adapted to windbreaks and screens. Mature height 50 to 60 ft.

**White Spruce** — Light, silvery-green foliage. Symmetrical. Makes good hedges and windbreaks. Moist soil. Will grow in partial shade. Mature height 25 to 50 ft.

**Red Spruce** — Red-green bark, dark green foliage. Makes good hedges and windbreaks. Moist soil. Will grow in partial shade. Mature height 25 to 50 ft.

**Yew (Taxus)** — Narrow-leaved evergreen tinged with yellowish bronze. Low growing, dwarf type, ideal planting near foundations.

**PLANT EARLY FOR QUICK GROWTH!**

This is the best time of year to take a good look at your property . . . to fill in bare spots ravaged by winter rain and snow. By planting early this spring, your Evergreens will grow rapidly during the summer months.

Your Guaranteed-To-Live Trees will be ready to plant as soon as they arrive. Living south of us, your growing season starts before ours. Up here, in Fryeburg, we begin to ship your Trees when the frost leaves the ground early in April until the middle of May. Order your Evergreens Now and SAVE MONEY and GROWING TIME by planting this spring!

# HAVE LIVING BEAUTY YEAR 'ROUND with these Handsome Trees!



## PLAN YOUR "Outdoor Living Room"

With "Guaranteed-To-Live" Trees!

### SO MANY BENEFITS . . . AT SO LITTLE COST!

- WINTER AND SUMMER PROTECTION** — Control the climate by means of windbreaks to cut off cold winds and hot summer sun. Saves you many dollars in fuel bills!
- INCREASED PROPERTY VALUE** — Quality Evergreens pay for themselves . . . increasing the resale value of your property by as much as \$1,000 and more!
- PRIVACY AND BEAUTY** — Tall Evergreen hedges or screens add living color and beauty to your property, making your home life more inviting and personal!
- ADDITIONAL INCOME** — You can make extra money by planting CHRISTMAS TREES on your idle property. Write TODAY for FREE copy of interesting CHRISTMAS TREE BULLETIN!

Now — for just pennies a tree, you can transform your front and back yard into a beautiful living picture — an Outdoor Living Room that continues to grow more beautiful and valuable with the years!

And you don't have to wait to make your landscape plans a reality! You can start right now by planting Western Maine Forest Nursery Trees this spring — for an investment in Better Living for your family. These *Guaranteed-To-Live* Evergreens are sturdy, weather-tested Trees . . . carefully selected for their outstanding beauty and firmness. They're the Trees you want for quick growth and lasting beauty for years to come!

Yes, and in a few years, these sturdy, handsome Trees will add as much as 10% and more to the value of your property . . . plus giving you additional benefits of privacy and protection during the summer and winter months!

It's so easy and economical to plant Western Maine Evergreens, you'll want to order your Trees right away! Turn to the inside of this folder NOW, and choose the Trees you want that will make your home more enjoyable and comfortable for years to come!

Let Us **Beautifully** Your Home with **HARDY MAINE TREES**



HARRY HAROLD

EVERY TREE GUARANTEED TO LIVE

NEW LOW PRICES SPRING 1954

**WESTERN MAINE FOREST NURSERY CO.**  
FRYEBURG, MAINE

**SPECIAL!**

**45¢**

POSTPAID

**ARBORVITAE HEDGE**

Here's America's most wanted Evergreen Hedge — specially priced this spring at only 45¢ a Tree, Postpaid! Hardy, Maine-grown American Arborvitae grows vigorously anywhere . . . in your garden, yard, along your walks! Makes a handsome Living Fence requiring little care. These unusual Trees are 5 years old, transplanted 6 to 12 inches tall. Instructions for planting included with each order (MINIMUM ORDER 5 TREES!). Order yours NOW at this LOW PRICE while our supply lasts!

**LANDSCAPE SPECIAL**

**10 LOVELY TREES \$5.00**

Postpaid\*

6" to 10" tall — Transplanted Ideal for Foundation Plantings

- 2 American Arborvitae Plant as specimens or in groups
- 2 Pyramidal Arborvitae Bright green foliage, pyramidal habit, easily pruned.
- 2 Globe Arborvitae Dark green foliage, rounded globe formed shape.
- 2 Upright Yew (Taxus Capitata) Narrow-leaved evergreen tinged with yellowish bronze.
- 2 Spreading Yew (Taxus Canadensis) Similar to Upright Yew, but of low spreading type.

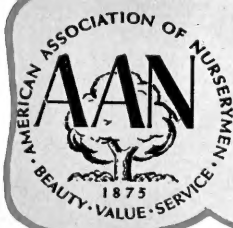
No charge can be made in this Special Offer. If you want more of any individual variety, see Box Price List on inside page. Order this Money-Saving Spring Landscape Special NOW!

(MIN. ORDER 5 TREES)

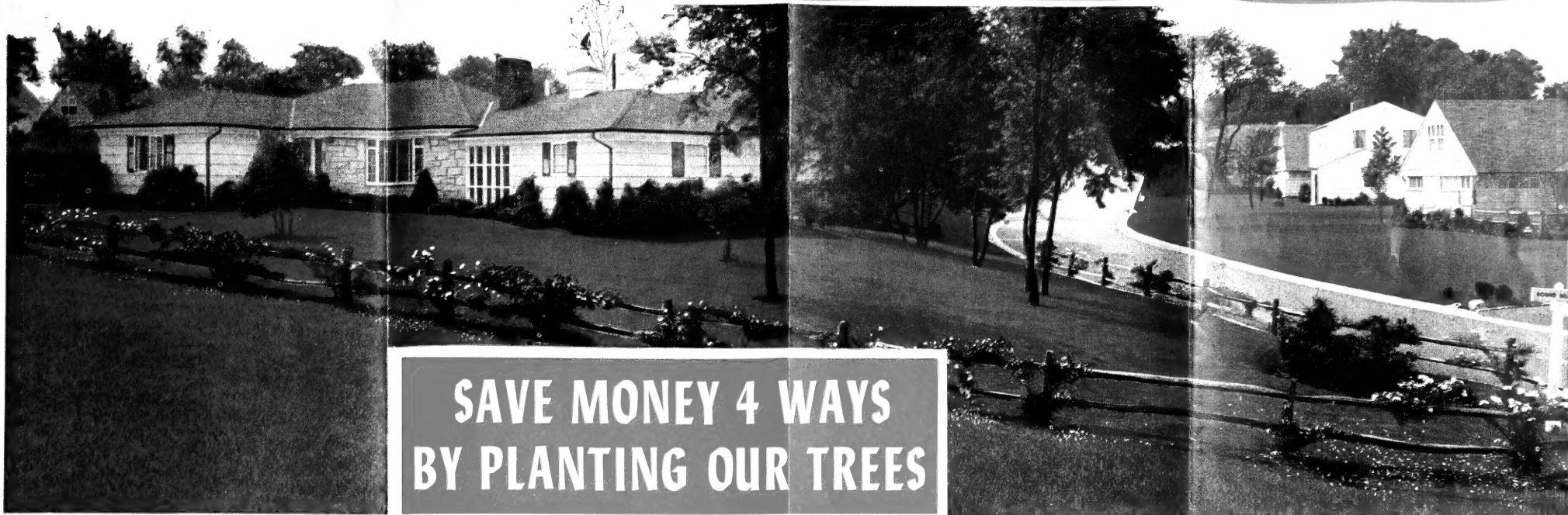
**SPRING BARGAIN**

Selected





# INCREASE YOUR PROPERTY VALUE WITH OUR LOW COST GUARANTEED - TO - LIVE TREES!



## SAVE MONEY 4 WAYS BY PLANTING OUR TREES

Everywhere — in all sections of the country, thousands of folks are amazed at the sure results they get with our hardy, Maine-Grown Trees. They not only grow faster, healthier, but they *Save You Money 4 Ways* — and here's how!

*First*, our sturdy Evergreens increase your property value by as much as 10%. *Second*, they cost you less — just pennies for these sturdy, quality Trees. *Third*, you never have any replacement costs! Our Trees must live through their first growing season or we replace them FREE OF CHARGE! *Fourth*, they cut your fuel bills by many dollars — offering you protection from biting winter winds and blistering summer sun.

### MOTHER NATURE'S FINEST!

As thousands of satisfied folks have discovered in the past 26 years of dealing with us, our Trees are "hardy" — and rightly so! Up here, in the foothills of the White Mountains, our Trees start their first important years of growth struggling for life through long, severe winters and short hot summers. Only the hardiest and healthiest Trees survive — the trees we ship to you!

Yes, this combination of extreme cold winters and hot summers, plus expert nursery care guarantees you of receiving Mother Nature's most perfect Evergreens — nurtured in Maine's richest soil!

### VISUAL PROOF OF QUALITY!

And our nursery folk take extra care in handling your Trees. The root system is carefully packed in sphagnum moss and protective paper. When packing your Trees for shipment, great care is taken to keep the roots sufficiently moist — ready for quick growth and ease in planting.

Even though you may never have had any planting experience, you can be sure the Trees we send you will grow with handsome foliage, thick branches, and strong, sturdy roots — even under poor conditions!

Yes, you'll see visual proof why folks get quick, sure results from planting Western Maine Forest Nursery Trees — the reason why our customers order more than 2 MILLION TREES from us every year. These folks have confidence in us... and in the quality of the Trees we send them!

### SAVE MONEY — ORDER TODAY!

This year, our prices are so low, we may very well run out of some varieties as we have in the past. We don't like to disappoint our friends, so don't wait! Take advantage of these "LIVING TREE BARGAINS" and our FOUR SPECIAL OFFERS. ORDER your Guaranteed-To-Live Trees NOW in time for spring planting — and get the very best for your money!

Courtesy Scott Seed Co.

## YOU PAY ONLY PENNIES FOR THESE QUALITY TREES

(Only our 4 Special Offers are Pre-paid)

Variety	Age	Size	Per 100	Per 25	Per 10	Per 5
American Arborvitae	6TT	8-12 in.	\$55.00	\$14.50	\$7.00	\$4.00
Balsam Fir	5T	5-8 in.	30.00	8.00	4.00	2.25
Balsam Fir	4T	4-6 in.	25.00	6.50	3.50	2.00
Douglas Fir	6TT	5-8 in.	—	—	4.75	2.50
Douglas Fir	4T	5-10 in.	25.00	6.50	3.50	2.00
European Larch	3T	6-10 in.	25.00	6.50	3.50	2.00
Austrian Pine	3T	3-6 in.	25.00	6.50	3.50	2.00
Banks Pine	4T	12-18 in.	25.00	6.50	3.50	2.00
Mugho Pine	4T	3-6 in.	25.00	6.50	3.50	2.00
Red Pine	6TT	12-18 in.	—	—	4.75	2.50
Red Pine	5T	5-10 in.	30.00	8.00	4.00	2.25
Scotch Pine	4T	8-12 in.	30.00	8.00	4.00	2.25
**White Pine	4T	5-10 in.	25.00	6.50	3.50	2.00
Black Hill Spruce	5T	5-10 in.	30.00	8.00	4.00	2.25
Black Hill Spruce	4T	3-6 in.	25.00	6.50	3.50	2.00
Norway Spruce	4T	5-8 in.	25.00	6.50	3.50	2.00
Red Spruce	6TT	6-9 in.	30.00	8.00	4.00	2.25
Red Spruce	4T	5-8 in.	20.00	5.50	3.00	1.75
White Spruce	4T	5-10 in.	25.00	6.50	3.50	2.00
White Birch		8-15 in.	20.00	5.50	3.00	1.75
White Birch		15-18 in.	25.00	6.50	3.50	2.00
Globe Arborvitae		6-10 in.	60.00	16.00	8.00	4.50
Pyramidal Arborvitae		8-12 in.	60.00	16.00	8.00	4.50
Upright Yew (Taxus)		8-10 in.	60.00	16.00	8.00	4.50
Spreading Yew (Taxus)		8-10 in.	60.00	16.00	8.00	4.50

"T" after age of tree means one transplanting; "TT" means two transplantings

### \*\*WHITE PINE

White Pine may be shipped into all states (and the District of Columbia) except Arizona, Colorado, Nevada, New Mexico, Utah, and California.

### LARGER TREES

Larger trees than those offered in this price list must be handled with a ball of earth around roots, which makes transportation charges excessive unless you live in Maine or New Hampshire. Outside those states, buy larger trees from your local nurseryman.

\*ON ALL FOUR SPECIAL OFFERS, add 25c for postage on each shipment west of Mississippi River or south of North Carolina and Tennessee. We are unable to make any changes in these Special Offers. If you desire some other assortment, use the regular price list above. Special Offers are shipped postpaid only if complete payment is sent with order.

### MINIMUM ORDERS

Because of the excessive cost of packing small orders, no order will be accepted for less than five trees, and no order for less than one dollar value. All orders must be in multiples of five trees of one kind and size.

### SHIPPING WEIGHTS AND TERMS

Cash with order, or shipped C.O.D. if one-half amount accompanies order (F.O.B. Fryeburg, Maine). Approximate shipping weights: 3 and 4 yr., once transplanted, average 10 lbs. per 100 trees; 5 yr., twice transplanted, average 30 lbs. per 100 trees; 6 yr., twice transplanted, average 35 to 50 lbs. per 100 trees.

## New Spring Specials At LOW Prices!

### SPRING SPECIAL #1

**10 BLUE SPRUCE**

All Guaranteed-To-Live

ONLY \$1.00 POSTPAID\*  
22 Only \$2.00 Postpaid\*

Spectacular Colorado Blue Spruce is everyone's favorite! Profitable as Christmas Trees. All 4 years old, transplanted 3 to 6 inches tall.

### SPRING SPECIAL #2

**25 SCOTCH PINE**

All Guaranteed-To-Live

ONLY \$2.00 POSTPAID\*

Ever popular for decoration and screens. A rapid grower even in poor soil. Ornamental with light gray-green foliage. All 3 years old, transplanted 4 to 8 inches tall.

### SPRING SPECIAL #3

**20 ASSORTED TREES**

All Guaranteed-To-Live

ONLY \$3.00 POSTPAID\*

A specially-selected assortment for professional landscaping work. Priced to save you money! All 3 and 4 years old, transplanted 4 to 10 inches tall. 5 each: Red Pine, Scotch Pine, Norway Spruce, White Spruce.

### SPRING SPECIAL #4

**15 ASSORTED TREES**

All Guaranteed-To-Live

ONLY \$4.00 POSTPAID\*

This extra-special quality selection is sure to please you! Beautiful, hardy Evergreens for foundation, lawn, and yard decoration. Four, five and six years old. 3 each: American Arborvitae, Douglas Fir, Scotch Pine, Black Hill Spruce, White Spruce. 5 to 12 inches tall, transplanted.

All prices on this page, except our four spring special offers are F.O.B. Fryeburg, Maine



HARRY

## OUR GUARANTEE PROTECTS YOU AGAINST LOSS

Every Western Maine Forest Nursery Tree you buy from us is GUARANTEED-TO-LIVE! Any Tree ordered from this folder which does not live through the first growing season after you receive it will be replaced FREE OF CHARGE — provided you tell us before October 1, 1954 how many Trees must be replaced. If unable to replace with the same size, we will replace with the nearest size and variety. This GUARANTEE covers all Trees in this folder

Harry and Harold Eastman



HAROLD



# Western Maine Forest Nursery Co.

GROWERS OF EVERGREEN TREES

Fryeburg, Maine

Tree Time  
1954

Dear Friend:

Way up here in the North Country, winter days can be mighty cold and dreary—but today it's one of those rare winter days when you'd think spring was close at hand. From our office window, we can see the plowed road to Conway and the snow-capped crest of Mount Pequawket shining proudly in the glittering sun.

Yes, it's one of those days that reminds me of coming spring—when the hardened earth will shed its winter covering of ice and snow, and come to life!

And that's when our nursery folk will start to dig THOUSANDS of our sturdiest Evergreens for our friends all over America. For soon we'll be filling the many orders we're receiving day after day—and we'll be shipping to you the healthiest, handsomest Trees for planting in your home town.

These are the same quality Evergreens that have proven so popular with our many Customer-Friends for more than 25 years. Folks know our Trees are nurtured in Maine's richest soil—scientifically grown under severest weather conditions. They know, too, that only the HARDEST TREES, which survived up here, are the ones they'll be growing on their property—Evergreens GUARANTEED-TO-LIVE and flourish ANYWHERE, or we'll replace them FREE OF CHARGE according to our written Guarantee!

YOUR HOME DESERVES THE VERY BEST!

When you plant Western Maine Trees on your grounds this spring, you'll see why they are one of the most profitable "Home-Investments" you can make! From our new SPRING FOLDER enclosed, you can select a number of varieties . . . to help cut down fuel bills . . . to act as living fences and boundary markers . . . or to replace worn spots ravaged by winter snow and rain. Whatever choice you make, our GUARANTEED-TO-LIVE Evergreens will greatly increase the value of your property—and add unusual beauty to your home that cannot be measured in dollars and cents!

And there's no better way you can make such a wonderful Lifetime Improvement in your home—AT SO LITTLE COST! Imagine! All our varieties, including those in the FOUR BIG SPRING SPECIALS, are priced at just PENNIES A TREE—Lowest Tree Prices Anywhere in America! At these amazingly LOW PRICES, you can afford to completely landscape your home—your front lawn and walks—your back lawn, and other parts of your grounds!

For best selections, order the Trees you want NOW from the Folder enclosed. Mail your order Today with remittance in the handy return envelope. As soon as the frost leaves the ground, we'll dig and ship your Trees promptly for spring planting.

Sincerely yours

The Living-Tree Nurseryman

Dear Sir,

Reference is made to your letter of the 15th inst. in relation to the above mentioned matter.

Yours faithfully,

[Signature]

[Address]

[Additional text]

[Additional text]

[Additional text]